

# Know Who's Behind the Click™

The Ultimate Performance Marketing Platform

PATENT PENDING

## AUTOMATION

Smarter ad campaigns with every incoming lead. SherloQ™ unlocks the true power of performance marketing and machine learning automation in Google Ads.

- Marketers are being forced to use automation within ad buying platforms.
- It's impossible for one person to manage, optimize and scale ad campaigns for an overall better consumer experience.
- Without the human touch, AI has the potential to make poor business decisions that result in costly errors for your business.



Wrong Ads



Wrong Targeting



Wrong Customers

SherloQ™'s machine learning technology extends the automation cycle within Google Ads to incorporate your feedback on the value of incoming leads, thus optimizing campaigns for the ads that are more likely to produce valuable customers for your business.



AUTOMATION